



AUGUST 2005

EMPLOYEE NEWSLETTER

In the Loop

City Cuts Ribbon for Daytona Westside Transit Facility

WITH STILL ONE MORE PHASE TO GO, THIS \$42 MILLION FACILITY ON 20 ACRES OF LAND HAS THE POTENTIAL TO HOUSE 175 TRANSIT VEHICLES WITH 20 YEARS OF GROWTH.

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RAPID AFTER DARK NUMBERS
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SHORT RANGE TRANSIT PLAN



ABQ RIDE Director Peter Behrman and Mayor Martin Chávez thanked Senators Pete Domenici and Jeff Bingaman who both sent representatives to the ribbon cutting ceremony.

ABQ RIDE Director Peter Behrman and Mayor Martin Chávez were joined by representatives from Senator Pete Domenici and Senator Jeff Bingaman's offices for a ribbon cutting ceremony to celebrate the opening of the new \$42 million Daytona West Side Transit Facility on July 14.

"Today marks a milestone for the city of Albuquerque," said Mayor Chávez. "In 1990, the City acknowledged the future impact the rapidly developing west side would have on urban area development and the subsequent need to provide transit service to this area. This new facility takes into account the potential for 20 years of growth and will provide improved transit service for the West Side."

The opening of this transit location has already helped ease the overcrowding of the Yale facility. That location was only designed to house 85 vehicles, but was housing over 150. ABQ RIDE will continue to operate out of both locations, in addition to the administrative offices at the Alvarado Transportation Center in downtown Albuquerque.

The ribbon cutting celebrated the opening of the bus maintenance services, bus wash, general maintenance buildings and the employee parking lot.

Phase IV Completion: October 2006

- 68,000 sq. ft. Maintenance Building
- 15,000 sq. ft. Operations Building
- 96,000 sq. ft. Vehicle Canopy
- Final Landscaping



IT'S A FACT:

33% Use ABQ RIDE to Travel Home



In a few short weeks, Albuquerque will join the ranks of other cities such as Rochester, New York; Anchorage, Alaska; San Diego, California; and Washington D.C. with a transit literacy program. The Discover a Book on ABQ RIDE project will place children's books and magazines on all ABQ RIDE buses. According to Marketing Specialist Desiree Cawley, more than 5,000 books have already been donated. "I'm very pleased with the public response," said Cawley. "It's very motivating to see this many people interested in educating our youth." The goal is to make bus rides more meaningful and educational.

This will be an on-going project throughout the year to stock the buses with literature. During the New Mexico State Fair, children 11 and younger will be able to board a Rapid Ride or Park and Ride bus FREE if they donate a children's book for the program (see details below). There will also be nearly a dozen drop-off locations throughout the city for people to donate their new or gently used children's books.

Donate Children's Books at These Locations

Albuquerque Bicycle Center
1570 Juan Tabo NE
2641 San Mateo NE
3330 Coors NW
Whole FoodsMarket
5815 Wyoming NE
Title Wave Books
7915 Menaul NE
Page One Bookstore
11018 Montgomery NE
UPS Store
2132-A Central SE
13170-B Central SE
1625 Rio Bravo SW
Smiths
6125 4th Street NW
Krispy Kreme Doughnuts
3709 Ellison NW
TVI South Campus
5816 Isleta SW

More Choices for State Fair Park & Ride

Once again ABQ RIDE will be operating a Park and Ride service for the New Mexico State Fair. This year fair goers are encouraged to begin their experience by using Rapid Ride. The usual Park and Ride lots at each end of the route will be available for free parking. Passengers will be able to use their monthly bus pass on Rapid Ride.

Between September 9 and September 25 children 11 and under can board the Rapid Ride or traditional Park and Ride bus FREE on weekdays before 7:00 p.m. by bringing a new or gently used children's book for the ABQ RIDE literacy program called Discover a Book on ABQ RIDE.

The traditional Park and Ride will operate from two locations. On the west side, fair goers can board a bus at the corner of St. Joseph's and Coors and on the east side fair goers can board at Coronado Center. Fares are one way and do not include gate admission. Passengers must use exact change.

Rapid Ride

**September 9-25
No Sunday Service**

Monday-Saturday	6 a.m.- 8 p.m. (every 10 min.)
Rapid After Dark	8 p.m.- 3 a.m. (every 20 min.)
Friday and Saturday Only	
Fares	12 and older \$1
	Honored Citizen \$.35
	4 and younger FREE
	Age 5-11 \$.35 OR FREE with a book on weekdays before 7 p.m.

Traditional Park & Ride

September 9-24	9 a.m.- midnight
September 25	9 a.m.- 8 p.m.
Fares:	12 and older \$1
	Honored Citizen \$.50
	4 and younger FREE
	Age 5-11 \$.50 OR FREE with a book on weekdays before 7 p.m.

26% Use ABQ RIDE to Travel to Work

THE AMERICAN ORIENT EXPRESS MAKES A STOP AT THE ATC

Mr. and Mrs. Malcom Campbell of Storrington, England had never been to New Mexico until last month when they stepped off the American Orient Express at the Alvarado Transportation Center. "It's a lovely place with amazing scenery," they both noted.

They were taking part of an American Southwest Tour on the American Orient Express. The fully restored 1940's vintage locomotive and its 17 carriages stop in Albuquerque about 10 to 12 times a year on various tours throughout the country. This brings people from all over the world to our back door at the ATC.

When Mr. and Mrs. Campbell arrived in Albuquerque, the rest of the

passengers were boarding a chartered bus to see the Sandia Mountains and then an overnight stay at La Fonda Hotel in Santa Fe. This was the last night of a four night tour. "The people on board the train were wonderful, the service was excellent and there were just so many sites to see along the way, you couldn't go wrong," said Malcom Campbell.

The American Orient Express features sleek, streamliner-era lounge and dining cars, a rare

dome observation car, and deluxe train accommodations. The art-

"The people on board the train are wonderful, the service was excellent and there were just so many sites to see along the way, you couldn't go wrong."

MALCOM CAMPBELL-STORINGTON, ENGLAND

deco interior is furnished in mahogany and brass, with rich upholstery and grand floral arrangements.

On board, it is nothing short of first class service. A five star chef prepares meals in relation to the scenery outside the window.



Going the Extra Mile

THIS EMPLOYEE RECOGNITION PROGRAM HONORS ABQ RIDE WORKERS WHO GO BEYOND THEIR JOB DESCRIPTION TO MAKE OUR TRANSIT NETWORK THE BEST EXPERIENCE FOR OUR CUSTOMERS.



Dennis Chavez, Motorcoach Operator, receives the "Going the Extra Mile" Award from ABQ RIDE Director Peter Behrman.

ABQ RIDE received a letter of thanks from a passenger stating Dennis Chavez was doing an extremely good job. "He provided help and went out of his way to assist children at Bandelier Elementary School," the letter stated.



Randy Bloomer, Mechanic, received the "Going the Extra Mile" Award for his work on the Rapid Ride vehicles.

Randy Bloomer was given the "Going the Extra Mile" award for his hard work and expertise as a mechanic. According to Greg Montoya he helped ABQ RIDE and the New Flyer factory figure out why the Rapid Rides would stall when it rained. His knowledge not only helped fix the problem in Albuquerque, but also Seattle and Honolulu.

LATE NIGHT SERVICE IS A HIT!

ABQ RIDE began the late night weekend service dubbed Rapid After Dark on Memorial Day weekend, and the public has responded in the thousands. On the first weekend of service nearly 500 people boarded the Rapid Ride. That number continued to grow each weekend with 3,500 people boarding between 8 p.m. and 3 a.m. during the month of June and more than 5,000 people during July. That is a 128% increase in passenger boardings since the first weekend of service.

Rapid After Dark service will continue through September. It runs every 20 minutes on Friday and Saturday nights until 3 a.m. The Rapid Ride will stop at each of the regular stops and connect the entertainment districts in Uptown, Nob Hill, UNM, Downtown and Old Town. In addition, there is a Park and Ride lot located at each end of the route, one at Central and Unser and another on America's Parkway just south of the Coronado Mall.



EVENT CALENDAR

August 9 ERA Bar-B-Que

Join the fun at the Yale ERA Bar-B-Que from 10 a.m.- 1 p.m. Members are free, non-members pay \$5.

August 9 Route Words Poetry Contest

Announcement of winners for the Route Words Poetry Contest. Winners will have their poems displayed on Rapid Ride interior panels. The news conference will begin at 2:00 p.m. at the National Hispanic Cultural Center.

August 12&13 Old Town Salsa Festival

Presented by the Old Town Merchant's Association, attend on Friday 6-10 p.m. or Saturday 10 a.m.- 3 p.m.

August 26 ABQ RIDE/AFD Calendar Signing

ABQ RIDE teams up with the Albuquerque Fire Department to promote the 2006 Fire Fighter Calendar and Rapid After Dark. A news conference with appetizers and a calendar signing begins at 4 p.m. on the 4th Street Mall. At 6 p.m. board the Rapid After Dark and head to the Uptown Sports Bar & Grill for more food and signatures.

August 31 ERA Bar-B-Que

Join the fun at the Daytona ERA Bar-B-Que from 10 a.m.-1 p.m. Members are free, non-members pay \$5



Martin J. Chavez,
Mayor

Short Range Transit Plan Neighborhood Workshops



All citizens benefit from an efficient and effective public transit system.

This is your chance to help city planners develop transit improvements for the next five years.

District #1

Thursday, August 18, 2005
Alamosa Community Center
6900 Gonzales Rd. SW 87121
6:30-9:00 p.m.

District #2

Tuesday, August 23, 2005
Los Duranes Community Center
2920 Leopoldo NW 87104
6:30-9:00 p.m.

District #3

Wednesday, August 17, 2005
Alvarado Transportation Center
100 First Street SW 87102
5:30-8:00 p.m.

District #4

Monday, August 22, 2005
Cherry Hills Library
6901 Barstow NE 87111
6:00-8:00 p.m.

District #5

Thursday, August 11, 2005
Taylor Ranch Community Center
4900 Kachina NW 87120
6:30-9:00 p.m.

District #6

Monday, August 8, 2005
Cesar Chavez Community Center
7505 Kathryn SE 87108
6:00-8:30 p.m.

District #7

Tuesday, August 9, 2005
Erna Ferguson Library
3700 San Mateo NE 87110
6:00-8:00 p.m.

District #8

Tuesday, August 16, 2005
Holiday Park Community Center
11710 Comanche NE 87111
6:00-8:00 p.m.

District #9

Wednesday, August 10, 2005
Manzano Mesa Multigenerational Ctr.
501 Elizabeth SE 87123
6:00-9:00 p.m.